

Positive Alternatives 2016 – Quarterly Update

Grantee: CENTRAL MINNESOTA LIFE CARE CENTER (dba OPTIONS FOR WOMEN)

Goal: To provide positive alternatives to abortion to pregnant and parenting women in central Minnesota

For the period: April 1-June 19, 2016

Activity or Service	Activity or Service Description Major Work Plan Activities	Work Plan Count	Program Progress and Accomplishments Report the progress and accomplishments made this period on each activity.	Report Count
Administrative Activities	Provide guidance to grant staff; complete grant forms; attend required grant meetings		The executive director provided guidance to grant staff; she and staff also completed grant forms. The executive director also attended the PA Grant Meeting in St. Paul on April 19, 2016.	
Outreach	Advertise programs locally; rent billboard for advertising; manage website and Facebook page; print program brochures and posters		Our center advertised monthly in a Spanish speaking newspaper as well as two local newspapers. We put up informational posters with tear-off phone numbers in local businesses and bars. We have a website and a Facebook page, as well as Facebook advertising. We also have an ad that shows before every movie in our local movie theatre. We hired a new part-time employee in June to help with our Outreach Services and Client Services.	
Case Management Services	Provide follow-up to pregnant and new mother clients through phone calls or office visits	3	We followed up with 3 clients: followed up on a negative pregnancy test client, a client who had just given birth and a client with a new marriage and baby.	3
Crib Distribution/ Sleep Safety Education	Provide safe sleep education and cribs	2	We had three clients who were happy to receive a crib and safe sleep education from our center.	3

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Financial Assistance	Assist clients with submitting applications for financial assistance programs	1	We assisted 2 clients with their “Cradle of Hope” Pack N’ Play applications. These clients also participated in our Safe Sleep Program.	2
Hotline	Provide information and counseling 12 hours per day, 7 days a week.	1	We offered phone information and counseling to 5 clients. We received calls including a call asking about our ultrasound program, 1 about breastfeeding pumps, 1 with questions about child custody (we referred her to a lawyer), a new client referral and 1 homeless mother in need of a crib.	5
Material Support	Provide material assistance and baby equipment (not offered as incentives in education programs)	14	We provided 51 baby items, including used baby clothes, shoes, newborn layettes (4 layettes), and baby furniture (1 item).	51
Nutrition	Provide baby food, formula and referrals to food shelf	6	We provided infant formula and baby food on 24 client visits.	24
Parenting Education	Provide intake assessment, encouragement, instruction and assessment of progress in a parenting education incentive program	60	We had 75 client visits to use our Parenting Education Program. Client advocates discussed the video and worksheet with the clients. Client advocates then assessed their progress and provided them with appropriate incentives.	75
Pregnancy Education	Provide intake assessment, encouragement, instruction and assessment of progress in a pregnancy education incentive program	10	We had 6 client visits to use our pregnancy education program this quarter. Client advocates discussed the videos and worksheets with the clients. Client advocates assessed their progress and provided them with appropriate incentives.	6
Pregnancy Testing	Provide pregnancy testing, assessment for program eligibility and counseling	5	We provided 1 positive and 1 negative pregnancy test this quarter. Client advocates counseled clients. The positive test client was given a referral list and a list of all the help we could offer them at our center.	2

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Ultrasound	Provide intake assessment, ultrasound services and counseling to women who test positive for pregnancy	3	We provided one Ultrasound this quarter. The client was grateful to know how far along she was.	1

Maternal and Child Health Initiative Task Force Strategies	No.
<i>Number of women who received car seats and car seat safety education from a PA funded program activity</i>	0
<i>Number of women who received car seat safety education only from a PA funded program activity</i>	0
<i>Number of women who received child abuse prevention education from a PA funded program activity</i>	0
<i>Number of women who received abusive head trauma (shaken baby) prevention education from a PA funded program activity</i>	1
<i>Number of women who received a baby bed, crib, or pack-n-play and sleep safety education from a PA funded program activity</i>	3
<i>Number of women who received sleep safety education only from a PA funded program activity</i>	10

Challenges: Our *Earn While You Learn* program continues to stay busy every month. We do need to work on getting more women to use our Pregnancy Test and Ultrasound Programs. With this in mind, we continue to advertise before every movie that shows in our local theatre. We also advertise on Facebook. We hired a new part-time employee to help with our center outreach. This new person will be focusing on getting the word out to the public about the great services that we offer at our center. We held a successful Walk for Life in May, hoping also to get the word out about our center.

Comments: